

ARIZONA
OFFICE OF TOURISM

TOURISM MATTERS

2019

Industry Performance Report



45.5
MILLION

Domestic and international visitors to Arizona

⬆ **3.5%** annual increase



\$24.4
BILLION

Direct travel spending generated within Arizona

⬆ **7.8%** annual increase



192,300

Industry-related jobs directly generated by visitor spending

⬆ **2.3%** annual increase



\$7.4
BILLION

Earnings generated by Arizonans employed by tourism

⬆ **6.2%** annual increase



\$3.63
BILLION

Local, state and federal tax revenues generated by direct visitor spending

⬆ **9.6%** annual increase

VISITOR PROFILE



39.6
MILLION Domestic
Overnight Visitors
⬆️ **3.2%** annual increase



5.9
MILLION International
Overnight Visitors
⬆️ **5.4%** annual increase;
5.8% overseas visitation
annual increase

Top Origin States

01 Arizona
.....
11.0
MILLION



02 California
.....
7.5
MILLION



03 Texas
.....
2.1
MILLION



04 Illinois
.....
1.6
MILLION



05 Colorado
.....
1.4
MILLION



06 Florida
.....
1.4
MILLION



Top Origin Countries

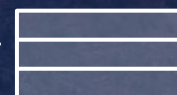
01 Mexico
.....
3.8
MILLION



02 Canada
.....
975,000



03 Germany
.....
133,600



04 United
Kingdom
.....
124,400



05 France
.....
108,700



06 China
.....
81,600



VISITOR IMPACT



\$24.4
BILLION

Direct Travel
Spending Generated

↑ **7.8%** annual increase



\$3.63
BILLION

Dollars in
Tax Revenue

↑ **9.6%** annual increase

Visitor Impact by County



County Visited	Visitor Spending	# Jobs Created	% Travel-Related Jobs
1 Apache	\$105 M	1,590	5.6%
2 Cochise	\$305 M	3,420	6.6%
3 Coconino	\$1.5 B	13,640	15.6%
4 Gila	\$286 M	2,880	13.5%
5 Graham	\$56 M	910	7.2%
6 Greenlee	\$12 M	110	1.9%
7 La Paz	\$160 M	1,410	17.1%
8 Maricopa	\$12 B	107,660	4.0%
9 Mohave	\$569 M	7,090	9.8%
10 Navajo	\$322 M	4,130	10.4%
11 Pima	\$2.5 B	24,670	4.7%
12 Pinal	\$666 M	6,710	6.8%
13 Santa Cruz	\$220 M	1,980	9.6%
14 Yavapai	\$879 M	9,910	9.6%
15 Yuma	\$598 M	6,210	6.9%

Tax Revenue Breakdown

Federal

\$1.5
BILLION

42%

State

\$1.0
BILLION

28%

Local

\$1.1
BILLION

31%



\$1,360



Taxes generated by tourism reduces the average annual tax burden for Arizona households by more than **\$1,360**.



ARIZONA

OFFICE OF TOURISM

The mission of the Arizona Office of Tourism is to strengthen and grow Arizona's economy through travel and tourism promotion.

For information regarding the agency's programs, contact the Public Information Officer at 602.364.3723.

[VisitArizona.com](https://www.visitarizona.com) | [Tourism.az.gov](https://www.tourism.az.gov)

Sources: Tourism Economics, Longwoods International, Dean Runyan Associates, Bureau of Economic Analysis and Bureau of Labor Statistics, updated 7/2019. Figures represent 2018 data.